

BMW 3 Series
Convertible

www.bmw.com



Sheer
Driving Pleasure



THE BMW 3 SERIES CONVERTIBLE.

JOY HAS NO OFF-SEASON.

BMW EfficientDynamics
Less emissions. More driving pleasure.

International version. Please contact your local dealer for country specific information.



SOMETIMES YOU HAVE TO BREAK YOUR MIND'S HEART.

The decision to buy a convertible is a very emotional affair. All the better if there is a convertible that pleases both your heart and your mind. With even more efficient engines, sportier proportions, a brand new LED light design and a retractable hardtop, it offers more driving enjoyment than ever before – the sky is the limit. Discover the BMW 3 Series Convertible and experience how you can reward yourself every single day of the year.



The BMW 3 Series Convertible

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Equipment of model shown: BMW 335i Convertible

Engine: BMW TwinPower Turbo six-cylinder in-line petrol engine
Max. output: 225kW (306hp)
Wheels: 18" light alloy wheels, Star-spoke style 189, mixed tyres
Exterior colour: Deep Sea Blue metallic
Upholstery: Dakota leather, Cream Beige
Interior trim: Bamboo Grain Anthracite wood trim

Editorial

HEAVENS ABOVE.

The BMW 3 Series Convertible provides joy throughout the seasons.

Wind in your hair, sun on your skin, and the scent of travel in your nose. The hours you spend driving in your convertible with the top down are especially intense and precious. The BMW 3 Series Convertible has all the classic characteristics to give you extra joy on the sunny side of the street. The low waistline ensures that you can experience the passing landscape in all its glory. Unlike conventional convertibles, the BMW 3 Series Convertible promises more driving enjoyment even with the roof up. The retractable hardtop provides a feeling of safety at any time of the year. Large window areas ensure that driver and passengers alike enjoy excellent all-round views. But the retractable hardtop is far from the only special feature in the BMW 3 Series Convertible. There is also the stylish interior, the fuel-efficient engines and the Convertible's inimitable sense of poise and control on the road. The result is an exhilarating drive in every season, whatever the weather.





JOY IS WHAT A CONVERTIBLE IS ALL ABOUT.

The design of the BMW 3 Series Convertible makes every heart beat faster. The eye is drawn to the front and rear aprons, the double headlights with LED elements (optional), the side skirts and the typical BMW kidney grille. The entire vehicle simply radiates joy. Its retractable hardtop ensures absolute year-round usability. With the top down, you can enjoy the exhilarating feeling of having nothing but the sky above you. Its looks give an indication of the driving pleasure that the BMW 3 Series Convertible will bring to your life. On the road, it delivers that promise.



www.bmw.com/3seriesconvertible/rht



**THE MOST SUSTAINABLE COMBINATION OF
EFFICIENCY AND DYNAMIC ABILITY.**

BMW EfficientDynamics
Less emissions. More driving pleasure.

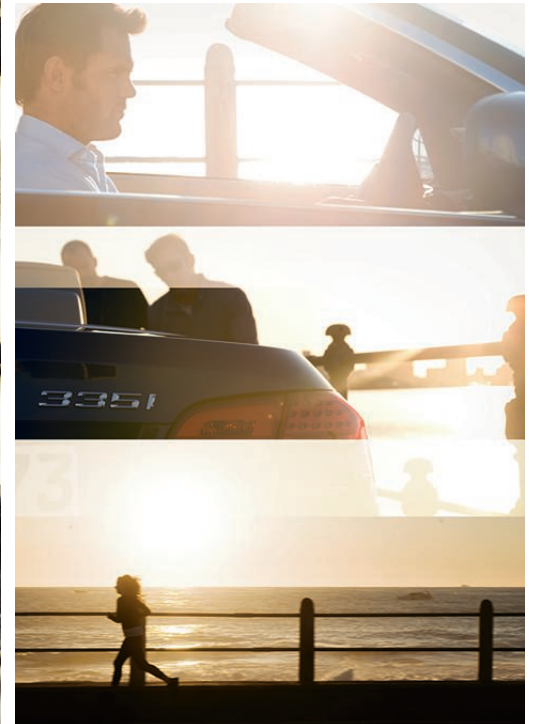
10 11 Exterior

More driving pleasure combined with reduced fuel consumption – courtesy of BMW EfficientDynamics. Continuous improvement of this multi-award-winning technology package has resulted in the development of engines for the BMW 3 Series Convertible that are among the best in their class, realising the dream of high power output combined with low fuel consumption. It is the use of perfectly matched technologies that makes such achievements possible. Over the past two model generations, the fuel consumption of the European BMW new-vehicle fleet has been lowered by more than a quarter. At the same time, driving performance has significantly increased. Which is why there are now well over two million vehicles with BMW EfficientDynamics on the road – combining joy with responsibility.

www.bmw.com/EfficientDynamics

EVERY JOURNEY IS A MOVING EXPERIENCE.

The most important prerequisite for an exhilarating drive is superior roadholding. This is why the lightweight chassis has been perfectly matched to the engine. For an even sportier drive, the BMW 335i Convertible is also optionally available with a seven-speed sport automatic transmission with double clutch, enabling gearshifts without any interruption of power, for significantly faster acceleration. The way all the systems have been coordinated with each other is something you will feel immediately – in the precision of the optional Active Steering available for the six-cylinder models, the sporty handling, the very stiff body and above all the direct road feedback. So there is nothing to distract you from your driving enjoyment.



When starting a journey in the BMW 3 Series Convertible, you can be sure of one thing: all passengers are perfectly safe. Thanks to its innovative body design and retractable hardtop, the convertible provides a level of stability comparable to that of a saloon. In addition, driver and front passenger air bags, head/thorax airbags and an extremely efficient rollover bar protection system are fitted as standard – the latter ensures that the two protective bars behind the headrests are deployed within a fraction of a second in the event of a rollover.

**WHEN IT COMES TO SAFETY,
THE BMW 3 SERIES CONVERTIBLE IS A SALOON.**





AESTHETICS THAT OPEN NEW HORIZONS.

Genuinely good automobile design is not just pleasing to the eye. It also gives you an indication of the vehicle's character. The design of the BMW 3 Series Convertible speaks of the urge to move forward, as indicated in the long bonnet and the deliberately low shoulder line which ends in a low-slung rear. All proportions combine to create the perfect symbiosis of dynamism and elegance. Whether you prefer to have your hardtop up or down – the BMW 3 Series Convertible will present you with a well-balanced, timeless and beautiful silhouette.



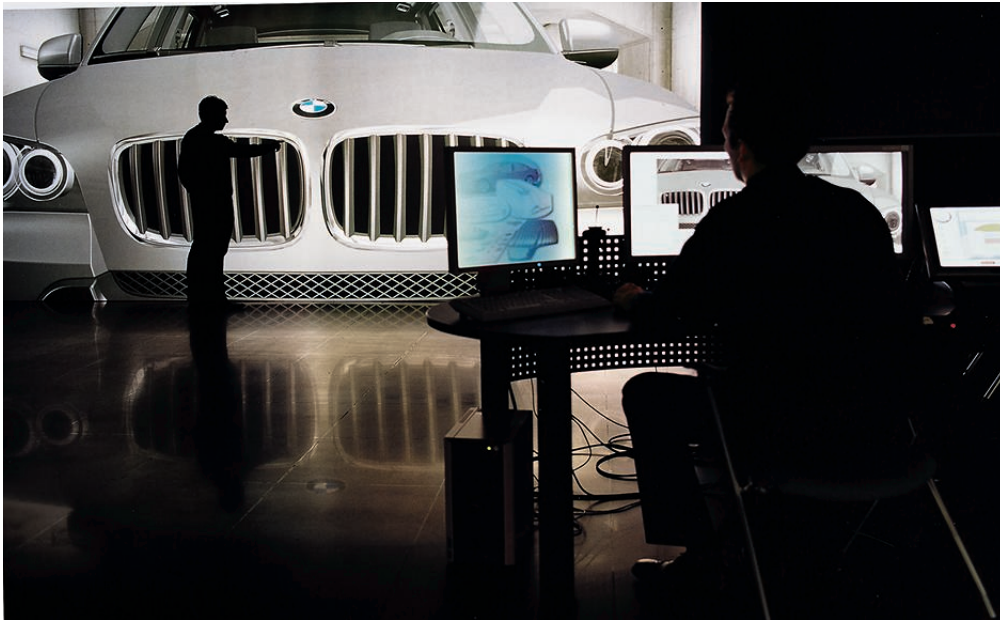


JOY APPEARS IN A NEW LIGHT.

How to turn seeing and being seen into a real joy: the headlight design of the BMW 3 Series Convertible is just as impressive as that of the taillights. The Xenon Headlights feature optional LED elements, while the taillights include LED elements as standard. Four brilliant white light rings lend the daytime running lights an unmistakable look, making the BMW 3 Series Convertible stand out against the competition.

www.bmw.com/3seriesconvertible/ledlightdesign





The projection screen (top) shows, with millimetre precision, what the future automobile will look like. Details can be enlarged to any desired magnification.

EXPERIENCE TOMORROW, TODAY.

To create the perfect automobile, BMW designers and engineers do much of their work in a computer-generated virtual reality. This enables early design verification, shortening development cycles and saving resources.

The future automobile can be viewed from any perspective. You can zoom in and out, and turn the car in any direction. You can open the doors, or look under the bonnet. You can even get in and take a seat. But this automobile, as convincing as it may look, is not made of metal and plastic – it consists of data, an unimaginably huge amount of data, converted into spatial images by high-performance computers. They feel as real as reality, even though they are only a simulation. Virtual Reality (VR) is the watchword of today's automotive engineers. In the past, it was necessary to create several prototypes in order to test various modules. Today, designers, developers and product engineers in the BMW Research and Innovation Centre work on a single digital model which they optimise on screen. This protects the environment, lowers costs and shortens the development cycle. In addition VR enables the early assessment of design alternatives. Each design can be visually represented, evaluated and compared. A 3D model is generated

based on the design. To do this, the computer subdivides the vehicle into tiny triangles, or polygons, placing over the design a virtual grid which describes the car's geometry.

In this virtual world, designers and engineers can view the future automobile and can move around in it. In the so-called CAVE (Cave Automated Virtual Environment) the observer, sitting on a car seat, is surrounded by walls that have real-time moving images projected onto them. In this way, the viewer gains the realistic impression of a cockpit with all its switches, displays and a natural landscape surrounding the car. A radio signal provided by special 3D glasses tells the computers what the person is currently looking at, and a data glove enables them to operate the car's controls. This allows verification of the cockpit's layout and ergonomics. The software is so clever that it even displays light reflections in the car's windows and the quality of the materials. In this way, the designers can enjoy their first test drive before the first prototype is built.

Despite its amazing degree of realism, virtual reality is only one tool in the design and development of a new automobile. It is no substitute for creativity, experience and intuition. Even today, every automobile design begins with a sketch – still the quickest way to visualise an idea. And of course the designer also has to be able to see and work on a full-scale clay model, to get a sense for the feel of the design and to be able to develop and perfect the unmistakable character of every new BMW. The computer has simplified and accelerated much in the design process, but for a final understanding designers still need to be able to touch and feel the actual design in the form of a physical model.



How to turn the two dimensions of a screen display into three: in the so-called CAVE (below) the driver feels as though they were actually sitting in a car and driving through a landscape. In this way, the cockpit ergonomics for example can be tested.



THE PERFECT AMBIENCE
TO CLEAR YOUR HEAD.



Navigation has never been so easy. In conjunction with one of the optional navigation systems, the BMW 3 Series Convertible comes with iDrive. This handles for example the control of all entertainment and communication functions and sets new standards in operating comfort. It's a level of comfort that applies to everything in this cockpit, which is all about ergonomic design and intuitive operation. You can also choose from various optional BMW ConnectedDrive* functions, such as the Internet preparation available from BMW, or the practical hands-free system. Regardless which of the exclusive equipment options you select, you will find that every detail in the BMW 3 Series Convertible is a source of joy.

➔ www.bmw.com/ConnectedDrive

* May not be available in all countries. Please consult your BMW partner.

In the BMW 3 Series Convertible, you benefit from a very exclusive environment, wherever you go. The vehicle interior is defined by quality materials and superior workmanship. And you can choose from a wide variety of special equipment. If you enjoy fast corners, for example, the optional sport seats will provide you with optimum lateral support.

**DEFINED BY HIGH-QUALITY MATERIALS.
CREATED FOR DISCERNING DRIVERS.**





THE CONVERTIBLE SEASON HAS 365 DAYS.

To ensure that you can enjoy the advantages of the BMW 3 Series Convertible all year round, it comes with a retractable hardtop which opens and closes fully automatically, either via a switch in the centre console, via remote control, or in conjunction with the comfort access system. Thanks to the design of the roof, water is intelligently routed away and the luggage compartment remains dry even when opening a wet roof. Especially convenient: the comfort loading and unloading function, accessible via remote control, "freezes" the roof at a defined halfway position. This is a great help when accessing the boot to stow or remove larger luggage items while the top is down. The hardtop system is a pioneer in terms of weight and torsional stiffness, and thanks to the generous side and rear windows, it also offers excellent all-round visibility when closed. It complements the slender silhouette and flowing lines of the car to perfection, and lends it its elegant character and low side profile. The hardtop's opulent roof liner and excellent noise insulation are additional highlights. With its retractable hardtop, the BMW 3 Series Convertible is good to go whatever the season.

www.bmw.com/3seriesconvertible/rht



FITS NICELY.

The luggage compartment of the BMW 3 Series Convertible holds a lot of cargo. With the roof up or down, golfers, skiing enthusiasts and holidaymakers are in for a pleasant surprise.

When a BMW 3 Series Convertible lifts its roof by the side of the road, it often attracts interest from passers-by. The sophisticated choreography of the three retractable roof panels is considered a remarkable feat of engineering. Once the entire roof of the Convertible is tucked away, many observers assume that the luggage compartment is now full. But what makes the three-panel BMW roof so special is its space-saving storage. Below the roof remains a luggage space which can accommodate two board cases or a 70cm long and 21cm high suitcase. In conjunction with the optional through-loading system, there is enough space here for a golf bag, skis or a snowboard. The comfort loading and unloading function (shown below) makes loading easier when the roof is down.

With the roof closed, the BMW 3 Series Convertible becomes a full-sized touring vehicle for two people and a generous amount of luggage. In any case, folding down the rear seat backrest provides additional space below the wind deflector. This can be filled with an optional tailor-made suitcase set from the BMW Accessories range* (opposite page, bottom right).



2.

BAGS¹

The small business bag holds the essentials for a successful day. The slightly larger M Cabin Bag (centre) and the voluminous M Travel Bag (bottom) hold everything you need for long journeys.

1.
BOARD CASE²
The sturdy board case is made of water-repellent material and weighs slightly over four kilos.



¹ Available from BMW Lifestyle www.bmw-shop.com
² In conjunction with optional through-loading system.
³ Available from BMW Accessories* www.bmw.com/accessories
* May not be available in all countries. Please consult your BMW partner.

THIS IS WHAT FITS INTO THE LUGGAGE COMPARTMENT.²

ROOF DOWN



One board case, one golf bag, one small business bag.

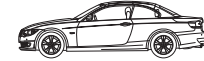


OR: two pairs of skis and a snowboard.



OR: two board cases.

ROOF UP



Two golf bags, one board case, one small travel bag.



OR: two snowboards and a large travel bag.



OR: one large travel bag and two small travel bags.



3.

GOLF CART BAG³

The nine-inch bag transports clubs especially safely in protective rubberised compartments.

4.

LUGGAGE SET³

The Original BMW Accessories* luggage set includes two trolley cases and two business bags that fit below the wind deflector. Straps keep everything in place.





BMW EFFICIENT DYNAMICS – MAKING A LITTLE GO A LONG WAY.

BMW was one of the first manufacturers to pursue the goal of efficient drive technologies, as part of its multi-award-winning sustainability strategy. BMW EfficientDynamics, included as standard, is a comprehensive technology package designed to reduce fuel consumption and emissions – while simultaneously enhancing dynamic performance. A winner of many technology awards, it has enabled the BMW Group to reduce the CO₂ emissions of its European new-vehicle fleet by over 30% since 1995. Currently, 64 BMW models¹ emit up to just 140g CO₂/km, with 21 of them producing no more than 120g. The BMW Group intends to achieve a further 25% reduction in CO₂ emissions by 2020.

Different paths to the same destination: unmistakable BMW driving pleasure. Under the umbrella of the BMW EfficientDynamics project, BMW is continuously developing innovative systems that will bring us closer to the long-term goal of emission-free mobility. This BMW initiative for more driving pleasure is based on several pillars:

Technology package. The optimisation of vehicles powered by conventional diesel and petrol engines continues apace. A comprehensive technology package with innovations such as BMW TwinPower Turbo technology, ECO PRO mode or the Auto Start/Stop function enables the reduction of fuel consumption and emissions, while at the same time increasing power output and driving enjoyment. Included as standard in every BMW.

BMW ActiveHybrid. The BMW ActiveHybrid 3, the BMW ActiveHybrid 5 and the BMW ActiveHybrid 7 introduce impressive hybrid powertrain technology to the BMW range. All models combine excellent efficiency with high dynamics thanks to intelligent energy management.

BMW ActiveE. Since 2011, there has been a new type of dynamism on the road: the BMW ActiveE. Powered by electricity alone, it is manufactured in a small production run, as part of a pilot project. In this way, BMW is preparing the way for the emission-free mobility of the future, with a promise: 0% emissions and 100% driving enjoyment.²

BMW Hydrogen. BMW sees hydrogen as a long-term option for emission-free mobility. BMW has been a pioneer in this field since the 1980s, and in 2006 presented a luxury saloon powered by a hydrogen engine: the BMW Hydrogen 7.

BMW i. In line with the BMW EfficientDynamics idea, the BMW i brand is developing visionary new electric vehicle concepts such as the BMW i3 and the BMW i8. These vehicles include existing BMW EfficientDynamics technologies combined with intelligent lightweight design innovations such as the use of carbon. With a focus on sustainability across the entire value-added chain and a range of supporting mobility services, BMW i is redefining individual mobility.



THE BMW EFFICIENT DYNAMICS MEASURES IN THE BMW 3 SERIES CONVERTIBLE AT A GLANCE.

High Precision Injection. This latest-generation petrol direct injection system features injectors located right next to the spark plugs. They inject fuel at high pressure with maximum precision, ensuring particularly efficient combustion.

Valvetronic. The Valvetronic valve control system improves engine response and refinement and helps to reduce fuel consumption considerably. The system provides fully variable valve lift adjustment of the inlet valves.

Auto Start/Stop function. BMW four-cylinder engines with six-speed manual transmission automatically shut down when the vehicle comes to a stop and the driver operates the clutch to shift into neutral. The engine restarts as soon as the clutch pedal is operated again. This innovation significantly reduces fuel consumption, especially in urban traffic.

Tyres with reduced rolling resistance. While driving, tyres are constantly changing shape. This uses up energy and thus fuel. Tyres with reduced rolling resistance minimise the tyre's changes in shape by means of an optimised design and the use of special materials in the tread.

Seven-speed sport automatic transmission with double clutch. This transmission enables lightning-fast gearshifts without any interruption of power. In automatic mode, it provides considerable fuel savings by selecting the ideal gear for each situation with speed and precision (optionally available for the BMW 335i Convertible).

Optimum Shift Indicator. Shifting gears at the right time is one of the easiest and most effective ways to save fuel. This is where the Optimum Shift Indicator used in conjunction with the six-speed manual gearbox comes in. It shows the driver which gear to change to in order to save fuel.

Electric Power Steering. Unlike conventional, hydraulic steering systems, Electric Power Steering only draws power during actual steering movements. When the steering wheel position is constant, the electric motor is inactive.

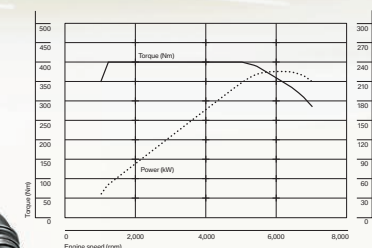
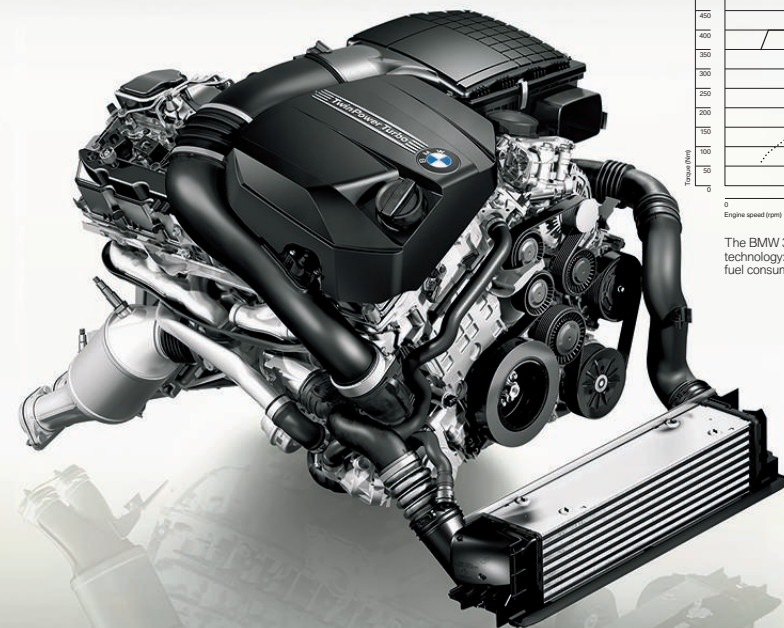
Brake Energy Regeneration. Brake Energy Regeneration means that the alternator normally only generates electricity when the driver takes his foot off the accelerator or brakes – making productive use of excess kinetic energy to feed the battery.

Some BMW EfficientDynamics features are equipment-dependent and not available for all model variants. Your BMW partner will be pleased to advise you of the relevant equipment details.

¹ As of 03/2013.
² CO₂ emissions caused by the production and supply of fuel or other energy carriers are not included in the calculation of CO₂ emissions.



EVERYTHING REVOLVES AROUND JOY. SEVERAL THOUSAND TIMES PER MINUTE.



The BMW 335i Convertible with TwinPower Turbo technology: maximum output combined with minimum fuel consumption.

The petrol engines. Power, refinement and great revving ability are the hallmarks of every BMW engine. It goes without saying that all the engines available for the BMW 3 Series Convertible were designed in line with our BMW EfficientDynamics philosophy. This unique package of intelligent features reduces fuel consumption while increasing efficiency. So whichever engine you end up selecting, you can already be sure that it will provide you with maximum driving enjoyment combined with superlative efficiency.

➤ www.bmw.com/3seriesconvertible/efficiency

BMW 335i TwinPower Turbo.

This BMW six-cylinder in-line petrol engine benefits from advanced BMW TwinPower Turbo technology. Unique in the world, its drive concept combines a TwinScroll turbocharger, Valvetronic and High Precision Injection with a six-cylinder in-line engine. The result is an innovative package which saves a considerable amount of fuel while at the same time providing impressive power which, measured against an average fuel consumption of just 8.8 litres¹ per 100km, is among the best in this segment: 225kW (306hp)², a maximum torque of 400Nm available from an extremely low engine speed of 1,200rpm, and acceleration from 0 to 100km/h in just 5.8 seconds.

BMW 330i.

The refined BMW 330i delivers 200kW (272hp)² and is very fuel-efficient. Double-VANOS ensures an ideal torque curve across the entire rev range. Average fuel consumption of this BMW six-cylinder in-line engine: 7.8 litres¹ per 100 kilometres. The car accelerates from 0 to 100km/h in 6.5 seconds and has a top speed of 250km/h. This is another engine which benefits from High Precision Injection.

BMW 325i.

This BMW six-cylinder in-line petrol engine is especially economical. It requires an average of just 7.5 litres¹ per 100 kilometres. 160kW (218hp)² of power ensure outstanding dynamic performance: 0 to 100km/h in 7.6 seconds, and a top speed of 245km/h. Another advantage of this engine is the ride comfort it provides: Double-VANOS distributes torque evenly across all rev ranges, while High Precision Injection adds to the overall refinement.

BMW 320i.

This BMW four-cylinder in-line engine features High Precision Injection technology for astounding efficiency and delivers 125kW (170hp)² with an average fuel consumption of just 6.8 litres¹ per 100km. Equipped with Double-VANOS, this lightweight aluminium engine guarantees ideal torque across all engine speeds. Performance is impressive: acceleration from 0 to 100km/h in 9.1 seconds, and a top speed of 228km/h.

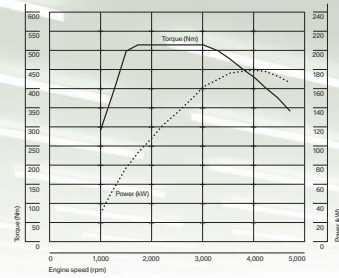
BMW 318i.

The free-revving BMW four-cylinder unit with High Precision Injection produces 105kW (143hp)², enabling the BMW to sprint from 0 to 100km/h in 10.3 seconds, with a top speed of 210km/h. Fuel efficiency is remarkable, with an average consumption of just 6.6 litres¹ per 100km.

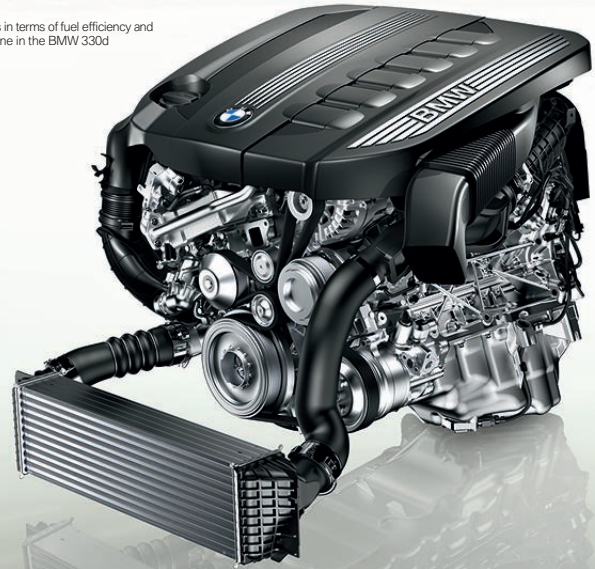
¹ Over the combined EU test cycle.

² For information on fuel consumption and CO₂ emissions please see page 64.

The diesel engines. All diesel models within the BMW 3 Series Convertible range impress with their refined power and superlative efficiency. State-of-the-art CommonRail technology combines smooth running and efficiency with immediate response and tremendous revving ability. All available units feature a lightweight aluminium design and come with a maintenance-free particle filter as standard. You have a choice between two BMW six-cylinder in-line engines and one BMW four-cylinder unit.



Setting standards in terms of fuel efficiency and output – the engine in the BMW 330d Convertible.



BMW 330d.

This dynamic BMW six-cylinder in-line engine has a 3.0-litre capacity and provides 180kW (245hp)¹ of power, catapulting the BMW from 0 to 100km/h in just 6.4 seconds. Its maximum torque of 520Nm will thrill you time and again, just like its very modest fuel consumption of just 6.1 litres² of diesel per 100 kilometres, which sets new standards for fuel efficiency.

BMW 325d.

This 3.0-litre engine has an output of 150kW (204hp)¹ and provides superior flexibility and refinement. Its maximum torque of 430Nm is available from just 1,750rpm. The BMW 325d accelerates from 0 to 100km/h in 7.5 seconds and has a top speed of 238km/h. Average fuel consumption is 6.1 litres² of diesel per 100 kilometres.

BMW 320d.

With an output of 135kW (184hp)¹ and 380Nm of torque available from 1,750rpm, this BMW four-cylinder diesel engine provides powerful acceleration while using an average of just 5.1 litres² of fuel per 100km. One contributing factor: the Auto Start/Stop function³, which turns off the engine whenever it requires no power, e.g. when stopping at a traffic light. Performance figures: 0 to 100km/h in 8.3 seconds, and a top speed of 228km/h.

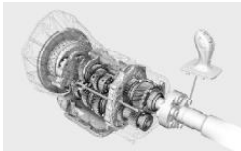
¹ For information on fuel consumption and CO₂ emissions please see page 64.
² Over the combined EU test cycle.
³ For four-cylinder engines in conjunction with six-speed manual transmission.



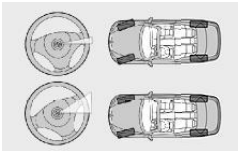
The BMW 3 Series Convertible features a whole host of innovative technologies to help you get the most out of each drive. Together, they ensure that you enjoy maximum driving pleasure, in maximum safety.



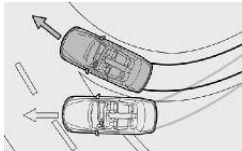
THE FEELING OF DRIVING THE BMW 3 SERIES CONVERTIBLE IS BEYOND DESCRIPTION. ITS TECHNOLOGY ISN'T.



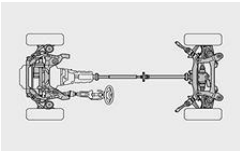
Seven-speed sport automatic transmission with double clutch. This innovative transmission (optionally available for the BMW 335i Convertible) has two separate clutches for the odd and even gears. When one gear is disengaged, the next one is already engaged – minimising shift times, and maximising precision. So you can accelerate without any interruption of power, just like in a sports car.



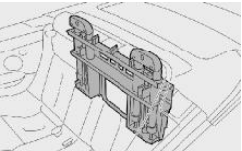
Active Steering. Every bend is different. That is why the Active Steering system, available as an option for the six-cylinder models, adjusts both steering ratio and steering force as a function of road speed. At low speeds – for example when parking – two turns of the steering wheel are enough to go from lock to lock. At higher speeds, the steering wheel must be turned further to achieve the same effect, enhancing stability.



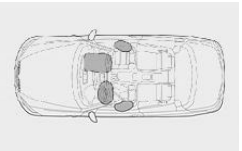
Dynamic Stability Control (DSC). Highly sensitive sensors track vehicle status on a permanent, practically real-time basis and optimise directional stability and traction as required, via engine and brake management interventions. This makes it easier to control the vehicle in poor conditions, enhancing both safety and driving pleasure.



Lightweight chassis. The almost perfect 50:50 front-rear weight distribution ensures that the BMW 3 Series Convertible stays safely on track, with neutral steering, high directional stability and superb traction. Together, all these systems ensure a level of dynamic performance that offers a very intense driving experience. In addition, the aluminium double-joint trailing-arm front axle increases dynamic ability, while ensuring superb ride comfort.



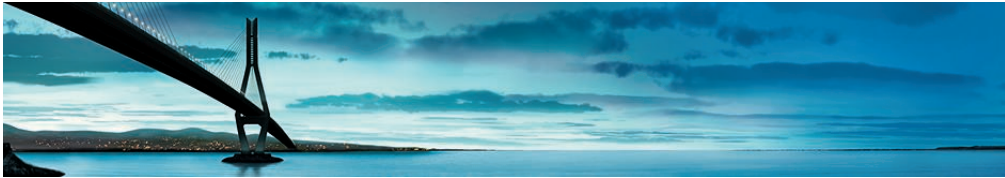
Rollover protection system. The rollover protection system tucked away behind the rear seat backs ensures the necessary headroom in the event of a crash. Highly accurate sensors react to any violation of defined limits for parameters such as vehicle angle, longitudinal and lateral acceleration or loss of ground contact. In such a situation, the rollover bars are deployed from behind the rear headrests within fractions of a second.



Airbags. In a BMW, all safety features complement each other perfectly. Four airbags offer specific protection: the driver and front passenger airbags and head/thorax airbags for the front seats. They greatly decrease the risk of injuries to the head, pelvic and chest areas.



Occupant cell. The body uses high-strength materials and an optimised structural design to ensure a maximum of passive safety in the event of a front, side or tail-end collision. Thanks to defined deformation zones, the body structure can absorb impact forces, helping to protect the occupants. The active bonnet, meanwhile, is raised automatically in an accident to provide protection to pedestrians.



BMW CONNECTED DRIVE –
FOR MORE CONVENIENCE, INFOTAINMENT AND SAFETY.



The IT revolution has changed the way we live. For BMW drivers, it has become normal to view their vehicle as another networked component of their lives – they expect to be able to access information on the go, communicate via phone or e-mail, and keep up with the latest news. BMW ConnectedDrive* options ensure that you and your vehicle always remain in touch with the outside world, wherever you are. The following pages show selected highlights within the areas of convenience, infotainment and safety. For a comprehensive overview of the BMW ConnectedDrive range see www.bmw.com/ConnectedDrive

A new era of mobile networking. The BMW Vision ConnectedDrive is a visionary roadster distinguished by an eye-catching, stunning design. Its dynamic, flowing lines lead the eye from the distinctive front and along the elongated bonnet to a unique composition: a synthesis of exterior and interior. Each of the three layers in the interior symbolises one aspect of BMW ConnectedDrive – convenience, infotainment and safety. Related functions and controls are identified by optical wave guides in different colours. Their pulsating light represents the flow of information. For more information on this concept vehicle and other research projects see the new Future Lab.

www.bmw.com/futurelab



Convenience.



“On long journeys, I don’t always want to have to look at the speedometer. Not a problem with Active Cruise Control.”



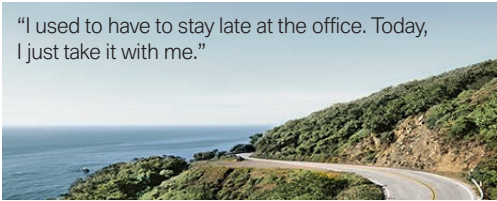
Comfort Access, including exterior door handle illumination.
This system allows you to unlock, lock and start your BMW without inserting the key. All you need is the remote control, which transmits an identification signal to the car, in your pocket. Simply touch the door handle or boot lid and the BMW unlocks or locks as required. Similarly, a touch of the Start/Stop button is all it takes to start the engine.



Active Cruise Control.
This option enables comfortable driving at a pre-selected speed. When driving in columns of traffic, your BMW automatically adapts to the speed of the preceding vehicle and uses its radar sensor to maintain a pre-set distance. The braking function ensures that the desired speed is maintained even when travelling downhill (not for four-cylinder models).

* May not be available in all countries. Please consult your BMW partner.

Infotainment.



"I used to have to stay late at the office. Today, I just take it with me."

Bluetooth interface with added functionality (Office).
Use the time you spend on the road even more effectively! Thanks to the optional mobile phone preparation with Bluetooth interface in conjunction with a navigation system and the intelligent integration of selected business mobile phones¹, you can use the Bluetooth connection to show Office functions such as e-mails, dates, tasks or SMS messages on the Control Display while on the move, or have them read out aloud to you via the audio speakers, using the text-to-speech function. And thanks to Bluetooth Audio Streaming, wireless playback of music via selected Bluetooth-enabled devices is not a problem.



AUPEO! personal internet radio.
With the Apps option, an iPhone and the free Personal Radio – AUPEO! app you now have the choice of hearing only what you enjoy listening to. It's customisable internet radio that adapts itself to your musical taste. Choose from over 120 music genres, to access a music library that currently comprises around one million songs. Use the "Love" and "Ban" buttons in the Control Display to define your musical preferences. "Love" makes AUPEO! remember a song, and add others like it. "Ban" removes the current song, and tells AUPEO! to avoid similar tracks in future. The result is that after a short time, you will only hear songs that you love.

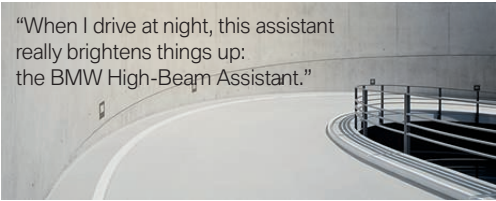


BMW Connected App.
For the first time, you can now use apps in your BMW. With the Apps option, an iPhone and the free BMW Connected App from the Apple App Store, you're no longer limited to just listening to local radio, your calendar is with you all the time and you're always in contact with your friends. Using the iDrive system, you can easily select web radio stations from around the world. You can also call up the latest status reports from your Facebook or Twitter accounts and view upcoming appointments on the Control Display, or even have them read to you through the audio system's speakers. And that's just the beginning, more functions and apps will follow in the future.



Always well informed with BMW Live:
via internet-based mobile services and service features. The latest news (RSS feeds), weather reports and additional information are transmitted directly to your car. All you need is an active Bluetooth data connection from the mobile phone in your car. Even more functions will be available on the Applications menu in future. You can also personally configure which services you want to use.¹

Safety.



"When I drive at night, this assistant really brightens things up: the BMW High-Beam Assistant."



High-Beam Assistant.
The optional High-Beam Assistant recognises light sources in the car's environment and switches the high beam on and off, according to the traffic situation. When the system is active, an image sensor at the back of the interior mirror monitors the traffic and lighting conditions. Based on these sensor images, the assistant decides whether or not the high beam should be switched on. When it detects vehicles ahead, or finds that ambient light is sufficient, the high beam is switched off again.

¹ Information on compatible devices can be found at www.bmw.com/bluetooth

Light rings creating a four-eye face.

The light rings surrounding the headlights of the BMW 3 Series Convertible create the familiar BMW face. The rings are used as parking lights and, at a slightly brighter setting, as daytime running lights. With the optional LED elements, the rings emit a brilliant white light. Americans lovingly refer to the light rings as "Angel Eyes".

Accent lights.

With the optional LED light elements, the two headlights also include a light strip near the top. As in the BMW 7 Series, this is lit by LEDs, creating an "eyebrow" effect in the dark. This lends the BMW face a more distinctive look.

Glowing L-shaped light rods.

For the first time, the taillights of the BMW 3 Series Convertible feature the typical BMW L-shape. Two LED light strips extend from the car's side all the way into the boot lid. Even with the lights switched off, they remain visible, exuding a subtle glow. In this way, the BMW 3 Series Convertible can always be recognised as a BMW, even from behind.

Dynamic Braking Lights.

To warn vehicles following behind, the braking lights of the BMW 3 Series Convertible flash when the car is braking hard within the ABS control range. If the car makes an emergency stop, the hazard warning lights are automatically activated.

Variable light distribution.

The Adaptive Headlights function controls the left and right headlights independently of each other, adapting their range to the car's speed. In town, the light cone is broad and short; on B-roads, it corresponds to today's low beam, and on motorways, it is narrower and longer.

Adaptive Headlights.

Dynamic swivelling technology ensures that the headlights always follow the layout of the road ahead. Cornering lights integrated in the main headlights illuminate tight corners and hairpin bends. Compared to conventional fixed headlights, drivers can see up to 90 per cent more in corners.

ATTRACTING ATTENTION.

Immediately recognisable as a BMW. Advanced lighting technology creates the unmistakable BMW face. Other innovations such as Adaptive Headlights, LED technology or the Dynamic Braking Lights help drivers see and be seen.

Exclusive Edition.



In the Exclusive Edition, the kidney grille slats come with a chrome finish, even for the four-cylinder models. Other distinctive features include Oxide Silver exterior mirror caps and V-spoke 18" light alloy wheels with a Space Grey paint finish.



Exclusivity wins. The special features included in the Exclusive Edition combine to form a vehicle whose appearance is unique. The Mineral Grey metallic paintwork, which is only available for this Edition, together with the chrome kidney grille slats for the four-cylinder models and Oxide Silver exterior mirror finish, makes for plenty of visual appeal, which is reinforced by the 18" light alloy wheels, V-spoke 342, finished in Space Grey metallic. In the interior, Dakota leather upholstery, shown here in Pearl Grey with contrast stitching and matching floor mats with Pearl Grey piping, Bamboo Grain Anthracite interior trim and "Edition" door sill finishers add individual exclusivity.



The Pearl Grey Dakota leather with contrast stitching in Grey creates a very elegant look.

M Sport Edition.



Sportiness wins. The M Sport Edition does not just offer sporting flair, it has the equipment to match: the exclusive Silverstone II metallic paintwork and six additional exterior colours, as well as the modified M Sport package featuring a sport diffuser, define the vehicle's powerful appearance. This is complemented by the eye-catching Ferric Grey 18" light alloy wheels with Double-spoke style 313 and mixed tyres, and black exterior mirror caps. In the interior, the M leather steering wheel and sport seats with black Dakota leather upholstery, including blue contrast stitching and blue piping on the floor mats, create intense sporting appeal. The Aluminium Glacier Silver dark interior trim and numerous other details such as stainless-steel trim on the pedals complement the look to perfection. Desirable from any angle.



The sport seats with black Dakota leather upholstery feature blue contrast stitching and exclusive M piping.



An athletic challenge: the M Sport Edition features a sporty front air dam, M Sport suspension and an aerodynamically optimised sport diffuser at the rear for improved air flow.

BMW Individual hardtop in three contrasting colours.



Hardtop in Black non-metallic.



Hardtop in Melbourne Red metallic¹.

The perfect way to express your individual sense of style: the BMW Individual hardtop comes in Black or one of two metallic colours, Titanium Silver and Melbourne Red. These striking hardtops allow you to highlight the special character of the BMW 3 Series Convertible. While Black and Melbourne Red metallic maximise sporting appeal, the hardtop in Titanium Silver metallic makes the BMW look particularly elegant. Whichever of the three roof colours you choose, the colour contrast has the effect of emphasising the car's sporty design.



Combinations.

BMW exterior colours	Non-metallic Alpine White	Metallic Titanium Silver	Metallic Mineral White	Metallic Onix Silver	Metallic Silverstone II¹	Metallic Vermilion Red	Metallic Le Mans Blue²	Metallic Space Grey	Metallic Liquid Blue	Non-metallic Black	Metallic Mineral Grey³	Non-metallic Black	Metallic Black Sapphire
BMW Individual hardtop colours	Non-metallic Black	Non-metallic Black	Non-metallic Black	Non-metallic Black	Non-metallic Black	Non-metallic Black	Non-metallic Black	Non-metallic Black	Non-metallic Black	Metallic Melbourne Red¹	Metallic Titanium Silver	Metallic Titanium Silver	Metallic Titanium Silver

¹ Only available in conjunction with Black leather upholstery. ² Only available in conjunction with M Sport package. ³ Only available in conjunction with Exclusive Edition. ⁴ Only available in conjunction with M Sport Edition.

Sporting flair.



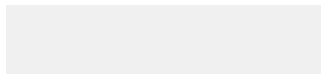
The equipment combination shown here lends the BMW 3 Series Convertible a particularly athletic look. This is thanks to the optional **Mineral White metallic** exterior colour and the M Sport package. Also included here are sport seats for the driver and front passenger featuring the attractive Blue Shadow

cloth/Alcantara combination, an M leather steering wheel and Aluminium Glacier Silver dark interior trim. M light alloy wheels with mixed tyres transmit the engine's power to the road, aided by the stiffer M sport suspension.



powered by

Exterior colours.



■ **Non-metallic** 300 Alpine White



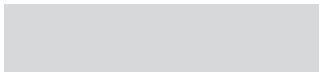
■ **Non-metallic** 668 Black



■ **Non-metallic** A61 Crimson Red



□ **Metallic** 475 Black Sapphire



□ **Metallic** 354 Titanium Silver



□ **Metallic** A96 Mineral White



□ **Metallic** A52 Space Grey



□ **Metallic** A82 Vermilion Red



□ **Metallic** A76 Deep Sea Blue



□ **Metallic** 381 Le Mans Blue^{1,6}



□ **Metallic** A92 Orion Silver



□ **Metallic** B40 Liquid Blue



□ **Metallic** A29 Silverstone II⁶



□ **Metallic** B39 Mineral Grey⁶



BMW Individual



□ **BMW Individual** X03 Ruby Black metallic



□ **BMW Individual** S34 Azurite Black metallic



□ **BMW Individual** X04 Moonstone metallic



□ **BMW Individual** 490 Diopside Black metallic

¹ Only in conjunction with M Sport package.

² Not available in conjunction with sport seats.

³ With SunReflective Technology.

⁴ Saddle Stitch shown is only available in conjunction with sport seats. Standard seats do not feature Saddle Stitch.

⁵ Only available in conjunction with Exclusive Edition.

⁶ Only available in conjunction with M Sport Edition.

⁷ Not available in conjunction with the Editions.

⁸ Only available in conjunction with Black leather upholstery.

Roof colours.



□ **BMW Individual roof colour non-metallic**
668 Black



□ **BMW Individual roof colour metallic**
354 Titanium Silver



□ **BMW Individual roof colour metallic**
A75 Melbourne Red⁸

Upholstery colours.



■ **Diagonal cloth** AWAT Anthracite²



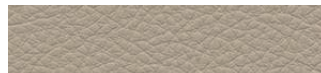
□ **Blue Shadow cloth/Alcantara** ANAT Anthracite¹



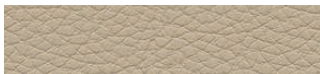
□ **Dakota leather** LCSW Black³



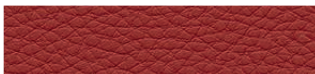
□ **Dakota leather** LCAD Grey³



□ **Dakota leather** LCCX Oyster³



□ **Dakota leather** LCGE Cream Beige³
lower part of instrument panel and door trim in Cream Beige



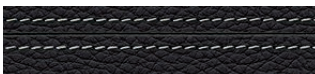
□ **Dakota leather** LCD1 Coral Red³



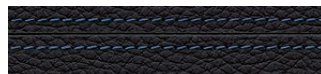
□ **Dakota leather** LCD3 Saddle Brown³



□ **Dakota leather** LCNH
Pearl Grey with contrast stitching in Grey³.⁵



□ **Dakota leather** LCNM
Black with contrast stitching in White³.⁵



□ **Dakota leather** LCNL
Black with contrast stitching in Blue³.⁶



BMW Individual



□ **BMW Individual Merino leather** ZAC8/Z1XX
Platinum with Saddle Stitch⁴ in Navy Blue³.⁷



□ **BMW Individual Merino leather** ZACM/Z1XX
Champagne with Saddle Stitch⁴ in Navy Blue³.⁷



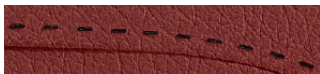
□ **BMW Individual Merino leather** ZAP2/Z1XX
Rust Brown with Saddle Stitch⁴ in Dark Spice³.⁷



□ **BMW Individual Merino leather** ZAWT/Z1XX
Cohiba Brown with Saddle Stitch⁴ in Tan³.⁷



□ **BMW Individual Merino leather** Z1XX
Syrah Blue with Saddle Stitch⁴ in Blue Grey⁷



□ **BMW Individual Merino leather** Z1XX
Carneol Red with Saddle Stitch⁴ in Dark Spice⁷

Please note that even normal long or short-term use can lead to unrecoverable upholstery damage. This can be caused in particular by non-colourfast clothing.

Please note that some interior features, depending on selected upholstery colour, may differ in colour.

The following pages show the colours and materials available for the BMW 3 Series Convertible. Use them to identify your favourite colours, or compare various combinations. These colour samples are meant to give you a first impression of paints and materials. Experience has shown, however, that printed versions of paint, upholstery and trim colours cannot in all cases faithfully

reproduce the colour appearance of the originals. We therefore recommend that you consult your BMW partner on your preferred colour choices. He will be happy to show you original samples and assist you with special requests.

➔ www.bmw.com/bmw-individual

Interior colours.



Black, with roofliner in Anthracite



Cream Beige, with roofliner in Anthracite

Interior trims.



■ 4CG Satin Silver, matt



□ 4B9 Fine Brushed Aluminium

□ 4WA Aluminium Glacier Silver dark^{1,2,6}

□ 4AT Black, high-gloss



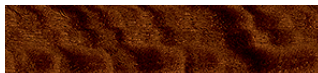
□ 4AB Fine-wood trim Burled Walnut



□ 4A3 Fine-wood trim Walnut light

□ 4BY Fine-wood trim Bamboo Grain Anthracite⁷

BMW Individual

□ **BMW Individual interior trim XE2**
Maple Wood Anthracite wood trim⁸□ **BMW Individual interior trim XE3**
Figured Eucalyptus Red Brown wood trim⁸□ **BMW Individual interior trim XE8**
Piano Finish Black with inlay⁸

Combinations.

	BMW upholstery colours												BMW Individual upholstery colours ^a					
Upholstery material	Diagonal cloth	Blue Shadow cloth/Alcantara ¹	Dakota leather ^{3,4}									BMW Individual Merino leather ⁵						
Standard seats	•	–	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Sport seats	–	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Upholstery colours	Anthracite	Anthracite	Black	Grey	Oyster	Cream Beige	Coral Red	Saddle Brown	Pearl Grey/ Grey ²	Black/ White ²	Black/ Blue ²	Platinum	Champagne	Rust Brown	Cobalt Brown	Synth Blue	Concise Red	
Interior colours																		
	Black	Black	Black	Black	Black	Cream Beige	Black	Black	Black	Black	Black	Black	Black	Black	Black	Black	Black	
BMW exterior colours																		
Alpine White non-metallic		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Black non-metallic		•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Crimson Red non-metallic		•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Black Sapphire metallic		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Titanium Silver metallic		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Mineral White metallic		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Space Grey metallic		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Vermilion Red metallic		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Deep Sea Blue metallic		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Le Mans Blue metallic ^{1,2}		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Orion Silver metallic		•	–	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Liquid Blue metallic		•	–	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Silverstone II metallic ²		–	–	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Mineral Grey metallic ³		–	–	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BMW Individual exterior colours																		
Ruby Black metallic		•	•	•	•	•	•	•	–	–	–	•	•	•	•	•	•	•
Azurite Black metallic		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Moonstone metallic		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Diopside Black metallic		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BMW interior trims																		
Satin Silver, matt		•	•	•	•	•	•	•	•	–	–	–	•	•	•	•	•	•
Fine Brushed Aluminium		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Aluminium Glacier Silver dark ^{1,2,6}		•	•	•	•	•	•	•	•	–	•	•	•	•	•	•	•	•
Black high-gloss		•	•	•	•	•	•	•	•	–	–	•	•	•	•	•	•	•
Fine-wood trim Burled Walnut		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Fine-wood trim Walnut light		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Fine-wood trim Bamboo Grain Anthracite ⁷		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
BMW Individual interior trims ^a																		
Maple Wood Anthracite wood trim		•	•	•	•	•	•	•	•	–	–	–	•	•	•	•	•	•
Figured Eucalyptus Red Brown wood trim		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Piano Finish Black with inlay		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

■ BMW Individual ■ Optional equipment □ Standard equipment • Recommended colour combination - Not available

¹ Only available in conjunction with M Sport package.

² Only available in conjunction with M Sport Edition.

³ With SunReflective Technology.

⁴ Dakota leather includes seat surfaces, centre console armrest and door armrests, headrests front and rear, and gearshift gaiter.

⁵ Only available in conjunction with Exclusive Edition.

⁶ Standard in conjunction with M Sport Edition.

⁷ Standard in conjunction with Exclusive Edition.

⁸ Not available in conjunction with the Editions.

Standard/optional equipment.



□ **Wind deflector** enables the enjoyment of open-top driving without annoying draughts and turbulences in the head and shoulder area. To place items on the rear seats and remove them again, the wind deflector can simply be folded up. When not needed, it can be collapsed and stored in a protective cover in the luggage compartment.



■ **Comfort loading and unloading function** facilitates access to the boot with the roof down. Prompted by the remote control, the roof moves out of the way. The luggage compartment opens, and with the cover manually folded up, the maximum boot opening becomes available. The benefit: convenient loading, without having to close the retractable hardtop completely.



■ **Rear centre console** provides added comfort for rear passengers, with an oddments compartment with roller-blind closure, as well as another, smaller compartment. In conjunction with the optional storage compartment package, the rear centre console also includes two cup holders (shown here).



□ **Through-loading system with transport bag**, opening increases to 40x26cm with the backrest folded down. The variable-length transport bag also allows transportation of longer items without having to fold down the rear backrest.



■ **Ornamental front grille** with surround and kidney grille slats in Chrome. All four-cylinder models have the kidney grille slats in black.



■ **Xenon Headlights** for low and high beam, including four light rings used as daytime running lights, headlight washing system and automatic headlight range control, provide optimum illumination of the road ahead at night and in poor visibility.

□ **LED light elements** include light rings providing white light, indicators, accent lights and side marker lights for the headlights.

□ **Adaptive Headlights** with variable light distribution, incl. cornering lights, provide better illumination of the road ahead when the car enters a bend. The cornering lights are used in tight corners, at speeds up to 65 km/h, and when indicating. They are automatically activated if the automatic driving lights control is switched on. A variable headlight range control system provides additional support in towns and on motorways.



■ **Retractable hardtop**, opens quickly and automatically – including the windows – upon pressing a button in the centre console. Ensures all-year-round usability, improved theft and damage protection, and provides excellent soundproofing even at high speeds.

■ **Chrome Line Exterior** for the window frames (shown here).



□ **BMW Individual High-gloss Shadow Line** has the following features in high-gloss Black: window frames, mirror base and mirror frame.

Standard/optional equipment.



□ 19" light alloy wheels Star-spoke style 230¹ with mixed tyres, 8 J x 19, 225/35 R 19 tyres at the front, 9 J x 19, 255/30 R 19 tyres at the rear.



■ 16" light alloy wheels V-spoke 360, 7 J x 16, 205/55 R 16 tyres (standard on 318i).



□ 17" light alloy wheels Star-spoke style 157, 8 J x 17, 225/45 R 17 tyres (standard on 320i and 320d).



□ 17" light alloy wheels V-spoke 338, 8 J x 17, 225/45 R 17 tyres (standard on 330i and 330d).



□ 17" light alloy wheels Star-spoke 339, 8 J x 17, 225/45 R 17 tyres (standard on 325i and 325d).



□ 18" light alloy wheels Star-spoke style 189 with mixed tyres, 8 J x 18, 225/40 R 18 tyres at the front, 8.5 J x 18, 255/35 R 18 tyres at the rear.



□ 18" light alloy wheels V-spoke 342 with mixed tyres, 8 J x 18, 225/40 R 18 tyres at the front, 8.5 J x 18, 255/35 R 18 tyres at the rear.



□ 17" light alloy wheels Star-spoke style 340 with mixed tyres, 8 J x 17, 225/45 R 17 tyres at the front, 8.5 J x 17, 255/40 R 17 tyres at the rear (standard on 335i).



□ **Comfort Access system**, incl. vicinity lighting integrated into the exterior door handles. Enables opening, starting and locking your BMW without a key. You only need to have the remote control on you, e.g. in your jacket pocket. Touching the exterior door handles or the tailgate establishes a radio connection between the vehicle and the remote control unit, and the central locking opens the car upon successful verification of identity. In addition, the engine can be started without the need for a key, using the Start/Stop button. The comfort access system also allows you to close the hardtop from outside, via remote control.



■ **Central switch** for automatic opening and closing of the retractable hardtop, including the windows. It takes about 22 seconds for the roof to open.



■ **Start/Stop button** for starting the engine. After inserting your ignition key, you can start and stop the engine by pressing this button.



□ **Interior mirror** with automatic anti-glare function. The mirror's reflexivity is automatically adjusted in line with the amount of incoming light from following vehicles. This improves rearview visibility and takes away the eye strain from excess glare, enabling drivers to concentrate better at night.



□ **Preparation for mobile phone with USB interface**,² including hands-free equipment and USB/audio interface, with connection of selected mobile phones via Bluetooth.
□ **Apps** enable the integration of iPhone applications. This includes access to services such as Facebook, Twitter and Internet radio.



■ **Armrest at the front**, folding, with integrated storage compartment.
□ **Armrest at the front, divided into two separate parts**. The driver's armrest can be adjusted forwards or backwards without reducing the volume of the integrated storage compartment (shown here).



■ **Non-smoker's package**, with open storage tray for depositing small items such as keys or a mobile phone.



□ **Six-speed automatic transmission** uses Adaptive Transmission Management (ATM) to adjust to the driver's requirements. The best possible gear is selected according to the driving situation and the driver's acceleration and braking behaviour. The "S" sport mode allows for a sporty driving style. Gears can be selected manually via Steptronic by moving the selector lever backwards or forwards – without having to press a clutch pedal (not for 318i and 335i).



■ **Six-speed manual transmission** for a very sporty drive. Smooth, with perfect ratios and precise, short-throw gearshifts. The reduced spacing of gear ratios means that you can make even more individual use of the engine's power.



□ **Seven-speed sport automatic transmission with double clutch** and gearshift paddles on the steering wheel for exceptionally fast gear changes without interruption of power, ensuring top dynamic performance and optimised fuel efficiency (available for the 335i).

¹ Wheel/tire combination for an extremely sporty look with restricted suspension and primary comfort.

² Please see www.bmw.com/bluetooth for information on recommended mobile phone models.

Standard/optional equipment.



■ **Sport leather steering wheel**, three spokes with chrome trim in Pearl Grey and thumb rest, incl. multifunction buttons, gearshift lever with chrome trim and handbrake lever handle in leather.

□ **Steering wheel heating** for the sport leather steering wheel provides added comfort at low temperatures. The steering wheel rim can be brought to a pleasant temperature within seconds, at the touch of a button. This prevents the discomfort of cold hands and enables drivers to steer without gloves even in icy conditions.



□ **M leather steering wheel** offers excellent grip thanks to its thicker rim, with integrated multifunction buttons to operate the radio, CD player and telephone (if installed) while driving.

□ **M leather steering wheel with paddles** and multifunction buttons (not for 318i, only with six-speed automatic transmission or seven-speed DCT for 335i).



□ **Sport leather steering wheel with paddles**, without thumb rests, for even sportier gear shifts (not for 318i, only available with six-speed automatic transmission; standard in combination with seven-speed sport automatic transmission with double clutch for 335i).



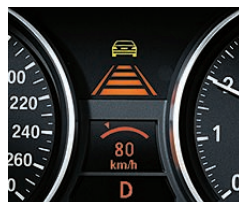
□ **High-Beam Assistant** ensures that drivers of oncoming cars and cars ahead are not dazzled, by automatically switching to low beam. This maximises road illumination at all times, even on roads with heavy traffic, without the driver having to take action or being distracted.



□ **Rain sensor with automatic headlight activation:** once activated, the rain sensor will automatically switch on the windscreen wipers when it begins to rain, adjusting the wiper frequency in line with rainfall intensity. The automatic driving lights control will switch on the low beam automatically at dusk and in tunnels.



□ **Cruise Control** (with additional braking function for the six-cylinder models) stores any desired speed upwards of approx. 30km/h, shows it on the Info Display and maintains it. After accelerating, the system automatically returns to the previously stored speed. Braking deactivates this function.



□ **Active Cruise Control:** when driving in columns of traffic, your BMW automatically adapts to the speed of the preceding vehicle and uses its radar sensor to maintain a pre-set distance. The braking function ensures that the desired speed is not surpassed even when driving downhill (not available for the four-cylinder models).



■ **On-board computer** displays information about average speed and fuel consumption, current consumption and range.



□ **Park Distance Control (PDC),**¹ for front and rear or rear only, facilitates the process of parking and manoeuvring in confined spaces, giving you an acoustic signal for the distance between your car and an obstacle. In conjunction with the navigation system, PDC will also provide a visual indication on the Control Display.



□ **Navigation Business,** incl. CD drive, iDrive Controller with direct menu control buttons, functional bookmarks, USB/audio interface, voice control, integrated navigation data storage, map or combined arrow and map display and high-resolution 6.5" monitor.



□ **Navigation Professional,** incl. DVD drive, iDrive Controller with direct menu control buttons, bookmarks, USB/audio interface, voice control, integrated hard disk for audio files and navigation data, 3D map navigation and RTTI* capability, satellite images and high-resolution 8.8" monitor.



□ **TV function¹**. The 8.8" display can be used as a TV set while the vehicle is stationary. For reception of terrestrial digital television (DVB-T) channels.



■ **Air conditioning system**, incl. micro filter and air recirculation switch. With manual adjustment of air volume and distribution. For comfortable conditions in the interior at any time of the year.



□ **Automatic air conditioning**, incl. AAR, active carbon filter, fogging and solar sensors, rapidly establishes the desired climatic conditions in the cabin and maintains the selected temperature. With individual temperature control at the front (left/right), incl. rear cabin ventilation and air conditioning.



■ **Radio BMW Business CD**, four-channel amplifier, aerial diversity, scan function, CD drive, MP3 decoder, automatic volume control, five loudspeakers (four treble speakers plus a central bass under the driver's seat).



□ **Radio BMW Professional**, same features as BMW Business CD, plus two-line display for expanded representation of telephone numbers, names and audio/MP3 titles.

□ **DAB tuner** offers a large selection of digital radio stations, with reception in perfect sound quality across the entire broadcast area; supports DAB+.



□ **Harman Kardon Surround Sound System** (multichannel-capable) provides truly outstanding sound. 420W output power, eleven loudspeakers and the surround function create a luxurious soundscape all around you.



□ **BMW Individual High-End Audio System** features 675W of output power and twelve high-end speakers to create a listening experience that is on a par with a live concert. It includes a digital nine-channel amplifier and a digital sound processor (available for the six-cylinder models).



■ **AUX-IN port** for an external audio device, such as an MP3 player.
□ **USB/audio interface** for USB stick or MP3 player (music interface for smartphones available as an upgrade). Included with Navigation Business and Professional, preparation for mobile phone and hands-free equipment.

¹ Shown here with the 8.8" display of the optional Navigation Professional.

* May not be available in all countries. Please consult your BMW partner.

Standard/optional equipment.



■ **Standard seats** (shown here with optional leather upholstery) with electric seat adjustment and electric automatic entry system; the easy-entry function for the front seats facilitates access to the rear seats.



■ **Seat-integrated seatbelt system** ensures an optimum belt geometry, whatever the current seat adjustment settings, to maximise occupant protection and prevent seatbelt flutter.

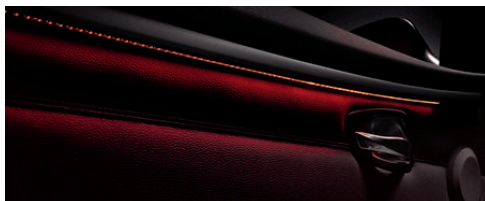


■ **Electric seat adjustment**, for driver and front passenger, with electric adjustment of seat height, backrest, fore/aft position and seat angle, plus memory function for driver's seat and exterior mirrors (incl. automatic parking function). Two personalised settings can be stored for the driver's seat and the exterior mirrors.



□ **Seat heating** for driver and front passenger seat in seat surface, sides and backrest, providing a pleasant temperature soon after activation and improving the occupants' wellbeing by warming the back muscles (shown here in conjunction with air conditioning).

□ **Sport seats**¹. Optimum lateral support through infinitely variable electric backrest width adjustment ensures even greater driving enjoyment – especially in fast corners and on twisting roads. Seat height, backrest, seat angle and thigh support are individually adjustable; the slightly firmer upholstery supports sporty driving, and the more pronounced side bolsters provide additional body support for the hips and shoulders.



□ **Lights package** with vicinity lights in the door handles, exit lights at the bottom of the doors, footwell lights at the rear plus ambient interior light through light strips in the door and side trim.



□ **Lumbar support** for driver and front passenger seat, electrically adjustable in height and depth for an ergonomically sound seating position and good back muscle support.



□ **BMW Service Inclusive***. A one-off payment covers the costs, including Original BMW Parts, of an extensive range of maintenance and wear-and-tear services carried out by participating BMW Service partners worldwide. For more information, see www.bmw.com/serviceinclusive

* This service may vary by country.

Standard/optional equipment.

□ **M Sport package:** The exterior with its special aerodynamics package feels very much of a piece. There is a choice of two different BMW M light alloy wheels (shown here with optional 19" M light alloy wheels Double-spoke style 313 M). The perfectly tuned M sport suspension and BMW Individual High-gloss Shadow Line complete the look. In the interior, sport seats featuring exclusive cloth/Alcantara upholstery, the M leather steering wheel and Aluminium Glacier Silver dark interior trim add sporting style. The finishing touches are provided by the M door sill finishers, M footrest and shortened shift lever knob (only in conjunction with manual transmission). The exterior colour Le Mans Blue metallic is available exclusively for the M Sport package.



Rear apron: the contrasting bumper insert adds to the car's sporting looks and enhances the car's dynamic driving experience.



powered by 



Aluminium Glacier Silver dark interior trim adds to the sporting appeal of the interior.



□ **19" M light alloy wheels Double-spoke style 313 M** with Ferric Grey paint finish and mixed tyres²; 8 J x 19 wheels and 225/35 R 19 tyres at the front, 9 J x 19 wheels and 255/30 R 19 tyres at the rear.



18" M light alloy wheels Star-spoke style 193 M with mixed tyres, 8 J x 18, 225/40 R 18 tyres at the front, 8.5 J x 18, 255/35 R 18 tyres at the rear.



M door sill finisher with chrome insert and M logo adds the finishing touch to the M Sport package.

¹ Only in combination with optional upholstery.

² Wheel/tyre combination for an extremely sporty look with restricted suspension and primary comfort.

Original BMW Accessories*.



Rear-mounted bicycle carrier, lockable, enables safe transportation of two bikes.



Rear spoiler in vehicle colour for an extra touch of sportiness.



Snap-in adapter for hands-free phone use.



Luggage set includes two trolley cases and two business bags.

* May not be available in all countries. Please consult your BMW partner.

A BMW always delivers a special drive – and Original BMW Accessories make the experience better still. Combining great ideas, immaculate design and sheer practicality to create innovative solutions, Original BMW Accessories are available in many categories: Exterior, Interior, Communications & Information and Transportation & Luggage Compartment Solutions. Your BMW Service Partner will be happy to advise you on the complete range of Original BMW Accessories and provide you with a dedicated catalogue. For further information at any time, please visit

www.bmw.com/accessories

BMW Individual.



THE MOST EXCLUSIVE WAY TO DRIVE A BMW.

True exclusivity is defined by the very highest standards: those that the most discerning set for themselves. BMW Individual enables you to realise these standards in the car you drive. With a BMW Individual 3 Series Convertible in which all individual details complement each other perfectly.

The BMW Individual paint finish in Ruby Black metallic shown here shimmers in the light, lending your car a subtle red luminosity that seems to issue from

countless pulverised ruby crystals. The velvety, natural BMW Individual Merino leather with SunReflective Technology for the BMW 3 Series Convertible in Cohiba Brown perfectly harmonises with the dark brown markings of the BMW Individual Figured Eucalyptus Red Brown wood trim.

Let yourself be inspired by the BMW Individual range described on the following pages. For an overview of BMW Individual colours and materials, see pages 48–51.



Experience BMW Individual interactive.
With the BMW Individual iPad App.

Extended Merino leather trim in Cohiba Brown with interior trim Figured Eucalyptus Red Brown.



BMW Individual Ruby Black metallic paint finish.



BMW Individual.

VERSATILITY HAS NEVER BEEN SO UNIQUE.

BMW Individual offers exclusive equipment to take driving enjoyment to a new level. This includes unique colours and materials that are perfectly tailored to drivers' wishes. The exterior paint colours feature an intriguing iridescent effect. In the interior, top-quality leather and exclusive wood grains create an unmistakable ambience. Innovative technologies ensure optimum comfort. The end result is a unique automobile.

BMW Individual exterior colours: a shade more brilliant. Several thousand shades, in fact.

BMW Individual paint finishes are unique. What sets them apart from standard exterior colours is their intriguing iridescence. Special pigments create a fascinating interplay of colours below the paint surface, lending the paint finish an extraordinary brilliance and intensity.

BMW Individual leather: true exclusivity is a tangible phenomenon.

BMW Individual Merino leather does not just look enticingly soft and velvety; it also feels incredibly sumptuous. Its secret lies in our painstaking selection process: only absolutely flawless hides are approved for use. As a result, these premium leathers do not require any surface treatment. And by leaving the leather in its natural state, it retains its breathable, porous structure, remaining soft and supple. All leather colours are designed to match the BMW Individual paint finishes to perfection, so the car's interior will harmoniously complement the exterior.

BMW Individual interior trims: top-class craftsmanship for the finishing touch in the cabin.

BMW Individual wood trims have a magic all their own. They make our cars' interiors very special indeed, with exclusive grain characteristics and colours that are second to none. A strict selection process and perfect finishing ensure excellent quality. Superior craftsmanship is also an essential factor in creating our Piano Finish Black interior trim. Its brilliant, high-gloss surface is matched only by the world's leading piano makers.

BMW Individual High-End Audio System. For perfect listening enjoyment.

The BMW Individual High-End Audio System creates a listening experience on a par with a concert hall, using exceptionally powerful speakers with extremely stiff Hexacone membranes. Optimum positioning of the 12 high-end speakers in the vehicle and unique signal processing thanks to the nine-channel amplifier with DIRAC Live technology further enhance sound quality, eliminating sound impurities and minimising sound reflections. Interior-specific equalizing and speed-dependent volume control ensure supreme HiFi enjoyment.

BMW Individual Azurite Black metallic paint finish.



19" light alloy wheels V-spoke 228 I.



BMW Individual
ind/490 BMW Individual paint finish
Option ZA/Z1XX BMW Individual extended Merino leather trim. ¹ Features BMW Individual Merino leather on front and rear seats including headrests (with SunReflective Technology), rear of seat backrest, inserts in door trims, complete door pull handles, door-side armrests and centre console armrest (with SunReflective Technology). Handbrake lever and gearshift/selector lever gaiters in Walknappa leather Black.
Option Z1XX BMW Individual full Merino leather trim. ¹ Features BMW Individual Merino leather on front and rear seats including headrests, rear of seat backrests, complete door trims, complete door pull handles, map pockets in doors, door armrests and centre console armrest, centre console sides, lower section of instrument panel, handbrake lever and gearshift/selector lever gaiters. Upper-arm trim panels in Walknappa leather Black. Soft-finish trim, lower section of instrument panel and rear centre console in BMW Individual upholstery colour.
Option XE BMW Individual interior trim
Option XL1 BMW Individual wood ring insert or Option 940 leather intarsia for leather steering wheel ^{2,3,4}
Option 778 door sill finishers with BMW Individual designation ⁴
Option 752 BMW Individual High-End Audio System ⁵
Option 760 BMW Individual high-gloss Shadow Line
Option 2M8 19" BMW Individual light alloy wheels, V-spoke 228 I with mixed tyres

XC4 BMW Individual Composition ⁴
Option ZA BMW Individual extended Merino leather trim, or Option Z1XX BMW Individual full Merino leather trim
Option XE BMW Individual interior trim
Option XL1 BMW Individual wood ring insert or Option 940 leather intarsia for leather steering wheel ^{2,3,4}
Option 778 door sill finishers with BMW Individual designation

¹ With SunReflective Technology.

² Not in combination with Option 248 "Steering wheel heating".

³ Only in combination with Option 255 "Sport leather steering wheel" or with Option 2XA "Sport leather steering wheel with gearshift paddles" and BMW Individual interior trim.

⁴ Not in combination with Option 337 "M Sport package", nor with Option 710 "M leather steering wheel" or Option 7XA "M leather steering wheel with gearshift paddles".

⁵ Available for six-cylinder models.

Your BMW partner will be pleased to show you original samples of BMW Individual colours and materials. For further ideas on how to personalise your BMW 3 Series Convertible, see our website:

 www.bmw.com/bmw-individual

Merino leather Cohiba Brown with Saddle Stitch in Tan.



BMW Individual wood ring insert for leather steering wheel.



Weight		318i	320i	325i	330i	335i	320d	325d	330d
Unladen EU*	kg	1670	1670 [1700]	1730 [1760]	1780 [1795]	1810 [1825]	1730 [1745]	1815 [1830]	1825 [1840]
Max. permissible	kg	2025	2025 [2055]	2085 [2115]	2135 [2150]	2165 [2180]	2085 [2100]	2170 [2185]	2180 [2195]
Permitted load	kg	430	430	430	430	430	430	430	430
Permitted axle load, front/rear	kg	900/1160	915/1160	945/1180	960/1200	990/1200	920/1185	1005/1200	1005/1200
Permitted trailer load, unbraked ²	kg	695	695	745	750	745	750	750	750
Permitted trailer load, braked, max. 12% gradient ²	kg	1250	1400 [1500]	1600	1700	1700	1600	1800	1800
Permitted trailer load, braked, max. 8% gradient ²	kg	1600	1600	1700	1800	1800	1800	1800	1800
Permitted towbar download	kg	75	75	75	75	75	75	75	75

Engine ^{3,4}		318i	320i	325i	330i	335i	320d	325d	330d
Cylinders/valves		4/4	4/4	6/4	6/4	6/4	4/4	6/4	6/4
Capacity	cc	1995	1995	2996	2996	2979	1995	2993	2993
Stroke/bore	mm	90.0/84.0	90.0/84.0	88.0/85.0	88.0/85.0	89.6/84.0	90.0/84.0	90.0/84.0	90.0/84.0
Max. output	kW/rpm	105/6000	125/6700	160/6100	200/6700	225/5800	135/4000	150/3750	180/4000
	(hp/rpm)	(143/6000)	(170/6700)	(218/6100)	(272/6700)	(306/5800)	(184/4000)	(204/3750)	(245/4000)
Max. torque	Nm/rpm	190/4250	210/4250	270/2400–4200	320/2750–3000	400/1200–5000	380/1750–2750	430/1750	520/1750–3000
Compression ratio	:1	12.0	12.0	12.0	12.0	10.2	16.5	16.5	16.5

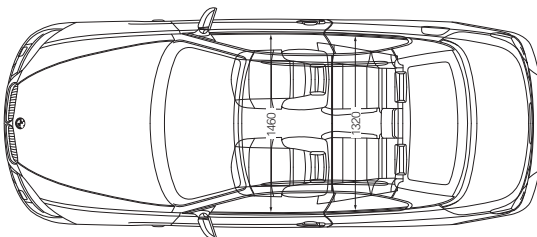
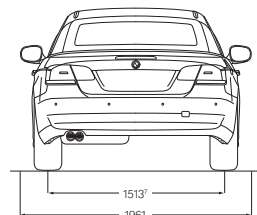
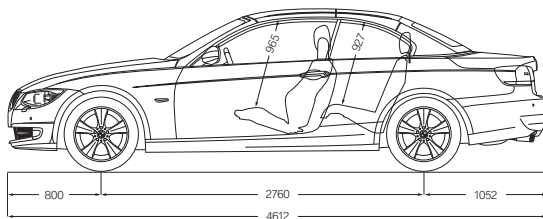
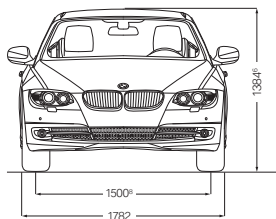
Transmission		318i	320i	325i	330i	335i	320d	325d	330d
Standard transmission ratios	III :1	4.32/2.46	4.32/2.46	4.32/2.46	4.35/2.50	4.11/2.32	4.11/2.25	5.08/2.80	5.08/2.80
	III/IV :1	1.66/1.23	1.66/1.23	1.66/1.23	1.67/1.23	1.54/1.18	1.40/1.0	1.78/1.26	1.78/1.26
	V/VI/R :1	1.00/0.85/3.94	1.00/0.85/3.94	1.00/0.85/3.94	1.00/0.85/3.93	1.00/0.85/3.73	0.80/0.66/3.73	1.00/0.84/4.61	1.00/0.84/4.61
Final drive ratio	:1	3.46	3.64	3.15	3.15	3.15	3.39	2.47	2.47

Performance		318i	320i	325i	330i	335i	320d	325d	330d
Top speed	km/h	210	228 [226]	245 [243]	250* [250*]	250* [250*]	228 [226]	238 [236]	250* [250*]
Acceleration 0–100km/h	sec	10.3	9.1 [9.8]	7.6 [8.1]	6.5 [6.7]	5.8 [5.7]	8.3 [8.4]	7.5 [7.6]	6.4 [6.5]
Acceleration 80–120km/h in 4th/5th gear (with standard transmission)	sec	10.6/13.9	9.3/12.0	8.3/10.5	7.1/9.0	5.7/6.9	6.6/8.4	6.3/7.9	5.2/6.6

Fuel consumption ^{3,4}		318i	320i	325i	330i	335i	320d	325d	330d
Urban	l/100km	8.4	8.8 [9.8]	10.2 [10.6]	10.5 [11.1]	12.4 [12.2]	6.3 [7.1]	7.7 [8.2]	7.7 [8.2]
Extra-urban	l/100km	5.6	5.6 [5.8]	5.9 [6.3]	6.2 [6.5]	6.7 [6.8]	4.4 [4.7]	5.2 [5.4]	5.2 [5.4]
Combined	l/100km	6.6	6.8 [7.3]	7.5 [7.9]	7.8 [8.2]	8.8 [8.8]	5.1 [5.6]	6.1 [6.4]	6.1 [6.4]
CO ₂ emissions	g/km	154	159 [169]	176 [185]	182 [190]	205 [205]	135 [149]	160 [168]	162 [170]
Tank capacity, approx.	l	63	63	63	63	63	61	61	61

Wheels		318i	320i	325i	330i	335i	320d	325d	330d
Tyre dimensions	front/rear	205/55 R 16 H	225/45 R 17 W	225/45 R 17 W	225/45 R 17 Y	225/45/255/40 R 17 W	225/45 R 17 W	225/45 R 17 W	225/45 R 17 Y
Wheel dimensions	front/rear	7 J x 16	8 J x 17	8 J x 17	8 J x 17	8.8/5 J x 17	8 J x 17	8 J x 17	8 J x 17
Material		Light alloy	Light alloy	Light alloy	Light alloy	Light alloy	Light alloy	Light alloy	Light alloy

Electrical system		318i	320i	325i	330i	335i	320d	325d	330d
Battery capacity	Ah	90	90	90	90	90	90 (80)	90	90
Alternator output	A	180	180	180	180	180	180	180	180
	W	2520	2520	2520	2520	2520	2520	2520	2520



All dimensions in the technical drawings in millimetres.

- ¹ The figure quoted includes a 90 per cent tank filling, 68kg for the driver and 7kg for luggage. Unladen weight applies to vehicles with standard equipment. Optional equipment may increase this figure.
- ² The overall weight of the trailer may not exceed the maximum permissible trailer load, taking into account the maximum permissible towbar download.
- ³ BMW recommends the use of RON 95 super unleaded petrol. Unleaded RON 91 and higher with a maximum ethanol content of 10% (E10) may also be used (for 335i: minimum RON 95). Output and consumption figures apply to RON 98 fuel.
- ⁴ All engines comply with the EU5 emissions standard. Fuel consumption is calculated on the basis of the ECE driving cycle. This is made up of approximately one-third urban and

two-thirds extra-urban driving (based on distance covered). In addition to fuel consumption, CO₂ emissions are measured. Optional equipment may increase these figures. For further information on fuel consumption and CO₂ emissions please contact your BMW partner.

- ⁵ Electronically limited.
- ⁶ The maximum height of the roof when opening is 1,759mm.
- ⁷ Rear track width for the 318i is 1,519mm, and 1,507mm for the 335i.
- ⁸ Front track width for the 318i is 1,506mm.

Values in [] apply to models with six-speed automatic transmission Steptronic or seven-speed sport automatic transmission with double clutch (335i).

The BMW Service concept: always up to speed. When you buy a BMW, you can look forward to superb service and comprehensive customer care, with a worldwide network of more than 3,300 BMW Service partners in more than 150 countries ready to assist you at any time. The vehicle's on-board diagnostics keep you informed of when the car is next due for a check-up and what work needs to be done: **Condition-Based Service (CBS)** tracks service fluids and the condition of essential parts subject to wear. It also monitors the time- and mileage-linked service requirements of your BMW. Using these measurement data, the Info Display in the cockpit automatically alerts you in advance whenever

any part of the vehicle requires servicing. The iDrive Control Display contains exact information on which vehicle components will need to be serviced and when. In conjunction with BMW TeleServices*, the innovative telematics service provided by BMW Service, the CBS data are automatically transmitted to your BMW Service partner. This means that your service consultant has more time for you, and can provide more comprehensive advice. Your BMW Service partner will of course have **Original BMW Parts** available for any work to be done. In short: quality and safety are our top priorities.

TAILOR-MADE FOR YOUR VEHICLE. BMW SERVICE.



BMW Service Inclusive*. With BMW Service Inclusive, there is no need for any concern about the maintenance or wear and tear costs of your vehicle. A one-off payment covers the costs, including Original BMW Parts, of an extensive range of services carried out at participating BMW Service partners worldwide. BMW Service Inclusive packages are available according to scope of service and mileage/duration. The benefits

- Full cost transparency.
- No price increases for the agreed period.
- Time saving through automated processes.
- Flexibility in terms of duration, mileage and scope of services.
- Full transferability to subsequent owners.
- Ability to upgrade mileage, duration and scope of services at any time.

With BMW Service Inclusive, your vehicle will always be in safe hands. For more information, please visit:

www.bmw.com/serviceinclusive



With BMW TeleServices*. you are always in safe hands. This feature enables your BMW to contact your BMW Service partner and register itself for a service appointment. As soon as the CBS sensors detect a service requirement, the vehicle will initiate an automatic BMW Teleservice call and transmit all service-related data – data which previously had to be collected in the workshop. Your service consultant will then call you back, in order to arrange an appointment. As vehicle information is transferred in advance, time in the garage can be spent more efficiently, so your BMW is back on the road faster. In the unlikely event of a breakdown, BMW TeleServices enables you to transmit diagnostics, vehicle and location data directly to BMW breakdown assistance. With BMW Teleservice Assistance, malfunctions can often be remedied remotely, getting you quickly and easily back on the road. For further information, visit

www.bmw.com/teleservices



Mobile Service*. In the event of a breakdown, BMW Mobile Service is at your disposal round the clock. Specially trained BMW technicians will do everything necessary to get your BMW back on the road, with telephone or on-site assistance as needed. Simply contact BMW Mobile Service. In addition, all BMW vehicles newly registered from 1 January 2011, have a comprehensive 24-month mobility service in line with the applicable BMW Mobile Care warranty conditions (including towing, rental car, taxi, hotel accommodation and vehicle return). This BMW mobility warranty is automatically extended by another 24 months if you have the scheduled engine oil service performed by your authorised BMW Service partner – for up to five years after initial vehicle registration. More detailed information is available from your BMW Service partner or online at

www.bmw.com/mobileservice



BMW Financial Services. If there's one more thing you could wish for to go with your BMW, it could simply be the perfect financing solution – one that leaves you with enough room for the other good things in life. BMW Financial Services provides you with personalised leasing, finance and insurance options – tailored to your requirements and budget. But we offer you more than just favourable conditions. Take for example the components of our leasing package, which include courtesy vehicles and insurance. For further information please visit www.bmwfs.com. Find out more – your BMW partner will be pleased to make you an individual offer for your desired car.

* May not be available in all countries. Please consult your BMW partner.

SHAPING THE FUTURE – RESPONSIBLY.

The BMW Group has been ranked the most sustainable automotive company worldwide in the Dow Jones Sustainability Index for the eighth time in a row. Sustainability is an integral part of our value chain, encompassing every stage from the development of fuel-saving and alternative vehicle concepts to environmentally friendly production processes and recycling. Our research and development philosophy BMW EfficientDynamics delivers tangible benefits to customers, our climate and the environment. Since 1995,



EXPERIENCE MORE WITH BMW.



BMW Magazine. Information and entertainment. Competent and comprehensive, the BMW Magazine brings you all the latest news from the world of BMW. You will receive two issues per year free of charge when you purchase a new BMW.



BMW Driving Experience. Learn how to enhance your driving pleasure. Driving a BMW should be fun. And like any other piece of sports equipment, the better you are able to control it, the more fun it is. The BMW Driving Experience teaches you – on road and off, in snow and ice, or even in the Namibian desert – how far you can push your BMW, while still remaining perfectly safe. Topics range from BMW Safety and Snow and Ice to M Race Track Training on one of the toughest race tracks in the world – the Nürburgring. More information is available at

www.bmw-drivingexperience.com



BMW Welt. Joy has a home. Visit Munich, home to the BMW brand for over 90 years, and pick up your new BMW at BMW Welt. There you'll be able to experience BMW with all five senses and see your new BMW for the first time with your own eyes. BMW Welt offers you a tailor-made visitor programme. From relaxing in the Premium Lounge to a factory tour or a visit to the BMW Museum – there are plenty of unique experiences to perfectly complement the hand-over of your new car. It's more than worth it. Visit us online today at www.bmw-welt.com. Your local BMW partner can also provide you with further information. We look forward to seeing you.



BMW TV*. Your source for all things BMW. This is where you can get to know the brand in all its facets, through comprehensive features, portraits, and background reports. www.bmw.tv/com provides you with up-to-date and entertaining information on automobiles, innovations, motor shows, events, sports, and lifestyle topics.

for example, our European new-vehicle fleet's CO₂ emissions have dropped by more than 30%.

But we are still aiming for more: over the period from 2006 to 2020, we aim to reduce the amount of resources – such as water and energy – consumed by our vehicle manufacturing operations by 45% per vehicle. In our engine plant in Steyr, Austria, we are already making dramatic progress: since 2007, production there has generated no waste water at all.

And, of course, each of our vehicles is designed for easy and economical recycling after its long-running life. Please contact your BMW partner on all matters regarding your end-of-life vehicle. Further information on this topic is also available on our website.

www.bmw.com/recycling
www.bmw.com/EfficientDynamics
www.bmwgroup.com/responsibility

More about BMW



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